Press release

PRINTABLE VERSION

Change in the weather

14 November 2000

Release number 442

Like the weather, the Met Office is changing. Announcing its new logo today, the Met Office forecasts a brighter future for the organisation and its customers.

The new identity moves away from the traditional weathervane to encompass the wider vision of the organisation.

Chief Executive Peter Ewins said the Met Office is not just the nation's weather forecaster. Speaking at the Wetlands Centre he said: "We have gone beyond weather forecasting, although that is now better than ever. We are now branching out into other areas of the natural environment, helping businesses with their plans for the future."

The business success of the Met Office has been built on a huge range of services. Now those services are expanding not just into forecasting the weather but the weather and the environment and the impact this has on people's lives. This has been seen with recent storms and flooding, and in a new initiative with the Department of Health as the Met Office helps to predict demand for health services across the country.

The Met Office launched its new web site today and exciting new mobile weather services will follow soon. Already a world leader in weather forecasting, the Met Office is now diversifying into the global environmental arena.

Mr Ewins added:"Having achieved success in our traditional markets we will continue to work closely with them, but must now build on our success and look elsewhere. We are developing relationships with retailers and their suppliers, strengthening our links with organisations such as the Environment Agency and working closer than ever before with our partners across Europe."

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